

#2

## Primetime Audience Research for Public Television

### Narrative Descriptions of Audience Segments

2006



Corporation  
for Public  
Broadcasting

For more information go to:  
<http://www.cpb.org/stations/npsresearch/>  
Or call Corporation for Public Broadcasting  
202-879-9600

### A Note About Segment Names

The name given to each segment is a word pair joined by an ampersand. The first word in the pair characterizes the disposition of viewers in the segment toward television in general. The second word characterizes their disposition toward public television specifically.

So, for example, in the segment name “Discerning & Dedicated,” the word “discerning” speaks to the fact that these viewers make a point of searching out quality television programs across the full range of program services. The word “dedicated” speaks to the fact that they not only watch a fair amount of public television but also have the highest proportion of PTV station members.

The survey from which the audience segments were derived was fielded by Knowledge Networks / Statistical Research in January and February of 2006. It consisted of telephone interviews with 1,509 adults 18+. This survey was modeled closely on a similar study of Awareness, Attitudes, and Usage that was conducted by KN/SRI in January and February of 2004.

The segments were originally generated in 2004 using latent class modeling—a statistical method which does not impose preconceived segmentation categories in advance but discovers natural groups which exist in the population. Using discriminate analysis, twenty-nine variables (i.e., respondents’ answers to 29 of the 70 questions in the survey) from the 2004 study were identified as most predictive of the segment in which a person might fall.

By repeating these same twenty-nine variables in the 2006 study, it became possible to replicate the segments, so as to find out whether there had been any meaningful changes in segment size, composition, and profile since 2004. Where relevant and useful, those changes have been noted in the segment profiles.

Additional analysis was provided by Nicholas P. Schiavone, LLC, and by City Square Associates, Inc., who is also responsible for the design and production of this booklet.

